



Franklin 1910, Model D
Touring Car

Franklin 1910 Automobiles

The best answer we can make to the many inquiries concerning 1910 Franklin automobiles is to advise a visit to the Salt Lake Automobile show, now on at the Auditorium.

Orders being taken now for early delivery.

The air-cooling system has been perfected and the front fan dispensed with.

Surrounding each cylinder close to the vertical cooling flanges is a sheet metal casing open at the top and bottom with a diaphragm connecting the casings and forming with the engine boot an air-tight compartment. At the rear of this compartment is a powerful fly-wheel suction fan of new type. This fly-wheel fan draws large and equal volumes of air down through the casings around the cylinders. The air currents are accurately controlled and directed to just where they will do the most good.

This system cools the engine perfectly.

The elimination of the front fan is in itself a great improvement. Whatever reduces complication is always an advantage. Water-cooled engines require a fan, also much other complication which necessitates expert attention.

Tire sizes have been increased on all models. On Model H the rear tires are 37x5 inches, front 36x4 1-2 inches; on Model D, rear 36x4 1-2 inches, front 36x4 inches; on Model G, rear 32x4 inches, front 32x3 1-2 inches.

It will be unnecessary to carry extra tires on the 1910 Franklin.

The fact that with the average automobile there is more trouble and expense with tires than with any other part of the motor-car is not because tires are poor, but because they are overloaded. We use larger tires than are generally used on much heavier automobiles. The front tires on Model H for example are the same size as used on the rear wheels of many other automobiles weighing about 1,000 pounds more.

Another 1910 improvement is the elimination of the spark advance lever. In no case is the control of the spark left to the judgment of the operator. Much better results are ob-

tained at all speeds than by any other system. This is fully demonstrated on our 1909 G. Starting on our magneto system is easier and safer than with battery.

Then comes the question of comfort. If you are a motorist you will understand what this means. If you are a new buyer you should know all about automobile comfort before you make your choice.

Comfort is a question that is in the minds of motorists now more than ever. In addition to the general significance of the comfort question women everywhere are finding they cannot tour in the average automobile—their doctors forbid it; their own good sense forbids it. But they can always ride in a Franklin.

A light-weight automobile with proper spring suspension gives the limit of comfort and touring ability. All Franklins have full-elliptic springs, laminated-wood chassis frame and non-jarring construction throughout. Franklin owners never experience lameness nor "motoring headaches."

If your luxurious limousine or landaulet lacks the quality of easy-riding, it is not after all luxurious. Franklin closed cars of various types are not only luxurious in their equipment but they have the easy-riding quality so essential to this type of automobile.

The Franklin six-cylinder 42 horse-power chassis is made with seven-passenger touring body, close coupled body, double rumble seat runabout and limousine.

The Franklin four-cylinder 28 horsepower chassis is made with five-passenger touring body, close coupled body, double rumble seat runabout, landaulet and limousine.

The Franklin four-cylinder 18 horse-power chassis is made with four-passenger touring body, runabout with hamper, single rumble seat runabout, and double rumble seat runabout.

Model G is the only high-grade small runabout on the market.

See exhibit in Booth No. 6, at the Auto Show.

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Geo. T. Odell, General Manager